

**REMARKS**

I. Status of the Application

Claims 1-3, 5-7, 11-12, 14-20, 23, 25, 27-29, 31, and 33-41 were pending.

II. Claim Rejections

A. 35 USC §103

The Examiner rejected the pending claims as being unpatentable under 35 U.S.C. §103 over a combination of US20020013729 (Kida), US20020022999 (Shuster), US20040230676 (Calistri-Yeh), US2004/0230676 (Spivack), US20040103024 (Patel), and US20040186776 (Llach). The Examiners rejections are respectfully traversed.

1. Summary of Telephone Interview

Applicants thank the Examiner for the courtesies extended in the telephone interview with Applicant's undersigned representative on Thursday April 21, 2011. During the Interview, the rejections with regard to claims 1-2 were discussed. With regard to claim 1, Applicants noted that claim 1 involves a three way match, i.e., "using the advertiser offer conditions, the advertisee offer conditions, and the obtained user context information, electronically, determining, via a processing device, a match between the advertiser offer, the advertisee offer, and the user context." Moreover, with regard to claim 2, Applicants noted that Examiner ignored the previous amendment thereto in its entirety. See Office Action pg. 10 (rejecting claim 2 along with claim 14 even though claim 2 differs considerably from claim 14). As such, Applicants could not meaningfully respond to the Office Action and the Examiner indicated that he would withdraw the rejection and perform another search based on our discussion.

III. Conclusion

For the above reasons, Applicants submit that the pending claims are patentable over the references cited by the Examiner. Accordingly, reconsideration and allowance of the pending claims are respectfully solicited.

The Examiner is invited to contact the Applicants' undersigned representative to expedite prosecution.

Respectfully submitted,

/ Antonio Papageorgiou/

Dated: April 25, 2011

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